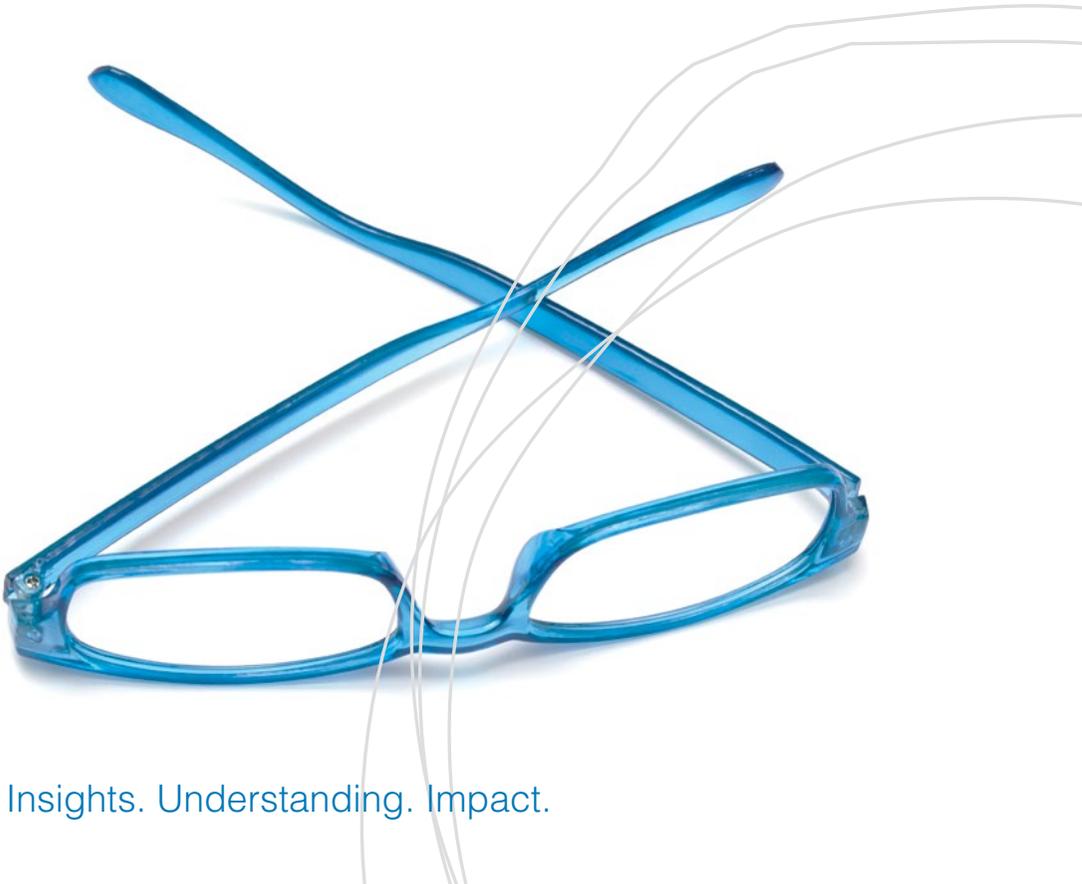




The Conference Board
of Canada

Le Conference Board
du Canada

The More Enlightened Way to Make Business Decisions.



Insights. Understanding. Impact.

Objective.
Independent.
Evidence-based.





That's the kind of unbiased research you can trust.

Like you, The Conference Board of Canada understands that successful outcomes depend heavily on the quality of research and analysis guiding your decisions. We are proud to be Canada's foremost independent, evidence-based applied research organization. You can trust the insights you receive from us to be objective, unbiased, and, above all, relevant from a uniquely Canadian perspective. At the same time, we position this knowledge within the context of a global view, enabling you to analyze how Canada's issues are connected to the world.

If your organization, program, or project requires expertise in economic or organizational performance or public policy, talk to us first. You'll find the expertise and knowledge you need to make more enlightened decisions at The Conference Board of Canada.

Seven Ways We Help You Make Better Decisions.

When you consider how much money and human capital is riding on your project, you understand how important it is to achieve a solid ROI—as well as a better outcome for shareholders, customers, employees, and the public. To achieve that goal, you need the most complete, accurate, and timely research. We offer the best-quality data and insights on economic forecasting, organizational performance, and public policy.

1

Your research will be objective and unbiased. The Conference Board of Canada is non-partisan and self-funded, and we do not lobby for special interest groups. We are governed by a highly respected board of directors.

2

We are Canadian. Our research captures and addresses issues and challenges using Canadian data and perspectives.

3

At The Conference Board of Canada, you can learn from some of the brightest minds in our nation—people who are working every day to provide new information and insights on the biggest issues facing Canada.

4

We have unparalleled reach and influence across Canada, with connections to more than 100,000 businesses, governments, associations, institutions, and individuals.

5

We can show you the big picture. We take a holistic view of Canada's and the world's economic, social, business, and policy environments. No one else can bring all these perspectives together when addressing Canada's challenges and opportunities.

6

Our findings carry weight with Canada's leaders, the media, and the general public. Our solid reputation can help you influence opinion and decision-making in your organization or among citizens and consumers.

7

The Conference Board of Canada is also affiliated with (but independent from) The Conference Board, Inc. of New York, offering you a world view of global issues.



You'll Be Surprised to Discover What We Can Do for You and Your Organization.

While you may already know a few things about The Conference Board of Canada, most people are surprised to discover the full range of services we offer.

You can build your individual and organizational capacity through four valuable services:

Research

We have more than 130 ongoing special research projects, providing new insights into the momentous challenges and opportunities facing Canada today. In fact, we are recognized experts in economic analysis and forecasting; leadership development and HR policy and practices; industrial, regional, and organizational strategies; and public policy.

You can also tap into our expertise and find the solutions you need. We have more than 80 experienced researchers and 35 economists—more than any other private sector applied research organization in Canada. Through our e-Library, you can download more than 5,900 insightful reports and webinars on relevant topics that are critical to Canadians. On average, we add two new reports or webinars to our e-Library every day, and more than 160,000 people download our reports or webinars each year.





Convening

We're specialists at organizing conferences and events, and we act as the nation's hub that brings stakeholders and leaders from across Canada together. We hold more than 400 events every year, providing you with opportunities and venues to network with executives who are facing similar issues, and to learn from those who have found solutions.

We bring together Canada's leaders through exclusive executive networks, sought-after leadership development programs, issue-focused roundtables, and highly attended public conferences, helping you to build and leverage relationships.

Education

We offer live and online programs, addressing the top management development and leadership challenges every organization faces. Our live webinars are also attended by some 5,000 participants every year. The Niagara Institute offers outstanding development and training opportunities for all levels. The Director's College explores the latest thinking on board governance.

Dialogue

Our experts can speak to audiences of all sizes regarding the areas of expertise you're most interested in, through conferences, meetings, webinars, the media, speaking engagements, and other channels. We share our knowledge through hundreds of speaking engagements annually.

We also connect stakeholders and industry leaders across Canada through research and dialogue. Our more than 40 executive networks let you connect with other experts to identify best and next practices on key issues facing you and your organization. In addition, we've engaged with over 1 million people through our social media networks.

Some of the critical topics researched by The Conference Board of Canada include:

- Economic Performance and Trends—Canadian, Provincial, Territorial, Metropolitan, and Industrial
- Education and Learning
- Energy, Environment, and Transportation Policy
- Food
- Governance and Leadership
- Health, Health Care, and Wellness
- Human Resources Management
- Immigration
- Innovation
- National Security and Public Safety
- Northern and Aboriginal Issues
- Organizational Excellence
- Risk Management
- Tax and Fiscal Incentives
- Technology
- Trade and Investment Policy



Insights. Understanding. Impact.

These guiding principles are central to how we approach each project. We've researched hundreds of issues that are of critical importance to Canadians. Our insights matter and have had profound impacts on our society. Here are a few examples of projects we've completed.



Meet Our Board of Directors.

We are governed by a board of directors that includes highly respected senior executives and leaders from our nation's top companies, organizations, and educational institutions.

CHAIR

Bill McFarland

Canadian Chief Executive Officer
and Senior Partner
PricewaterhouseCoopers LLP

PAST CHAIR

Nitin Kawale

President, Enterprise Business Unit
Rogers Communications Inc.

MEMBERS

Elyse Allan

President and Chief Executive Officer
GE Canada

Marc-André Blanchard

Ambassador and Permanent Representative
of Canada to the United Nations

James Cherry

Former President and
Chief Executive Officer
Aéroports de Montréal

Deepak Chopra

President and Chief Executive Officer
Canada Post Corporation

Benoit Daignault

President and
Chief Executive Officer
Export Development Canada

MEMBERS (CONT'D)

Dawn Farrell

President and
Chief Executive Officer
TransAlta Corporation

Suzanne Fortier

Principal and
Vice-Chancellor
McGill University

Janet H. Kennedy

President
Microsoft Canada Inc.

Éric Lamarre

Managing Partner
McKinsey & Company
Canada

Elio Luongo

Chief Executive Officer and
Senior Partner
KPMG LLP

Daniel F. Muzyka

President and
Chief Executive Officer
The Conference Board
of Canada

François Olivier

President and Chief
Executive Officer
Transcontinental Inc.

Lino A. Saputo Jr.

Chief Executive Officer and
Vice Chairman of the Board
Saputo Inc.

Gregg Saretsky

President and
Chief Executive Officer
WestJet Airlines Ltd.

Jonathan Spector

President and
Chief Executive Officer
The Conference Board, Inc.

Dino Trevisani

President
IBM Canada Ltd.





The Conference Board
of Canada

For more information on
The Conference Board of Canada,
please contact our Corporate
Account Executive Team:
1-866-711-2262
cae@conferenceboard.ca



@ConfBoardofCda

conferenceboard.ca

